

Marketing plan written for

_____ Marriott Bucharest Grand Hotel _____

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Marketing Essentials BMIH4005

Lecturer

Introduction

I choose to create a marketing plan for Marriott Bucharest Grand Hotel. The hotel was inaugurated in November 2000 and represents the 2050th property of the Marriott Company. The JW Marriott Bucharest hotel, located in a central area, is close to major business centers and government, and next to the famous Palace of the Parliament.

The pandemic caused huge losses to the hotel sector in Romania. As a result of government measures to temporarily close borders and ban gatherings, the vast majority of hotels in Romania have lost customers. Therefore, the purpose of this marketing plan is to help the Marriott Bucharest Grand Hotel to gain new clients and overall contribute to its recovery from the pandemic.

1. Marketing Mix

Product – The hotel offers five-star services. Both the rooms, restaurant, conference rooms, health club, beauty salon, and garden summer, as well as the behavior of the staff can be categorized as five stars.

Price - The pricing and rates at the hotel are determined by the market and the competition. In addition, they are influenced by inflation, which is a constant source of instability in Romania, as well as currency changes involving the euro.

Lower rates can also be obtained by loyal customers as well as by groups of tourists who can negotiate with the department sales, depending on the number of rooms occupied.

At the moment, the prices start at 147 euros per night for a double room and may reach more than 250 euros.

Place – The hotel offers clients the possibility to book their rooms through its own website or directly from the reception by customers or by phone. These are the cheapest distribution channels. Customers can also book rooms at JW MARRIOTT BUCHAREST GRAND HOTEL through online booking portals such as tripadvisor.com, booking.com, agoda.com, or travel.ro. Also, other distribution channels are represented by social media and global distribution systems.

Promotion – Given that the hotel needs to address certain categories of customers (high-income), different promotional actions can be taken by the marketing department. These actions may include:

- exquisite parties for clients or events
- small gifts for customers, especially for holidays
- loyalty programs for customers
- open day

Promotion is also done through the magazines, newspapers, and news channels that write or present information about the events that took place at the hotel (exhibitions, important receptions, conferences).

Another promotional action can be the creation and distribution of brochures to companies and embassies.

2. The Marketing Environment (Micro-SWOT)

Strengths:

- The location has well trained personnel
- It is a luxury hotel of five stars
- Great amenities
- Open to the local, national and international business community (The Grand Avenue is located on the ground floor of the hotel)

Weakness:

- The hotel is located at a great distance from the airport
- It is precepted as being an expensive hotel
- It is not very intimate given the location of the hotel

Opportunities:

- It is the only five-star hotel in the district
- It is close to the centre of Bucharest
- The hotel is located in the proximity of the Palace of Parliament, the Historical Center (Old Town), and many other tourist points of interest
- It is an American brand, therefore international tourists may show more trust and interest in booking the hotel

Threats:

- The competitors might offer cheaper prices
- Following the pandemic, more and more people show less interest in urban tourism

Following the SWOT analysis of the hotel, we can see that the location presents more strengths than weaknesses and more opportunities than threats, therefore, it needs to capitalize on its strengths and take advantage of the opportunities.

Given that the hotel has a great position in one of the largest capital cities in Europe, the location has to exploit the opportunities this strength may bring.

For example, many international tourists are interested in the nightlife of the Old Town, therefore the hotel may need to advertise more to this category of tourists. The position also shows interest among the business customers.

3. The Marketing environment (Macro) PESTEL

Political-legislative:

- Government Ordinance no. 58/1998 regarding the organization and development of tourism activity in Romania
- Decision No. 1328 of December 27, 2001, regarding the classification of tourist reception structures.
- Order of the Minister of Tourism no. 910 / 2002 for the modification of the Methodological Norms regarding the criteria and methodology for issuing tourism licenses and patents, approved by Order of the Minister of Tourism no. 170/2001

Economy:

The pandemic had a massive impact on the economy. Romania's economy was quite resilient in the first quarter of the current year, but 2022 is a difficult year from an economic point of view. Quarterly GDP in the first quarter of 2022 had an increase of 5.2% compared to the previous year. Romania's GDP reached 106.1% compared to the pre-pandemic level, according to INNSE. The minimum salary per net economy in Romania is 1524 lei which is 311 euros, or 269 pounds. The consumer price index (CPI) rose more than expected in September 2022, with an annual rate of 15.9%, the highest since September 2003. (insse.ro, 2022)

Society:

Romania has a highly qualified workforce. Most Romanians speak a foreign language, such as English, French, German, and Russian. Given the economy of Romania and the level of salaries, more and more Romanians choose to work abroad.

4. Creating Customer Value & Engagement

The hotel needs to check in with its clients in order to understand what they want when it comes to their hotel's services. Many actions can be taken in this direction by the marketing department. Firstly, on a sample of 200 customers, a questionnaire will be administered with the purpose to get information about the market's reactions to the hotel's services, and employee interaction. The results will be analysed in order to improve the quality of services and meet the demands of current and potential customers.

The marketing department can also analyse the reviews that the customers are writing on platforms such as Facebook, Google My Business, Booking.com, Tripadvisor.com, and more. The hotel can use this opportunity to interpret people's perception of the hotel and to take corrective measures for the customers that weren't satisfied with the hotel's services in order to restore the relationship with that client.

At the check-out, the front office staff can ask and evaluate the customers' opinions on their stay.

5. Effective Use of digital Marketing

More and more individuals are using the social media channels' facilities to find information, shop around, read reviews, and purchase services like lodging and event registration. Social media platforms are also utilized to improve business ties with external partners, internal partners, and suppliers. The hotel's marketing department needs to create a social media strategy that allows them to create and post engaging content regularly.

The website plays an enormous part in the digital marketing of the hotel as it can be seen as the business card of the company. The Marriott Bucharest Grand Hotel's website design is luxurious, which shows the quality of their services, and is interactive, which makes it easy and fast for visitors to find information. It also

Email marketing is important in the hotel's marketing plan. A newsletter can be used to send offers, event invitations, and other promotional materials to the hotel's clients and future clients.

Each and any of the channels mentioned earlier can be used to distribute information and details about the policies and measures taken to prevent infection with Covid in order to attract customers.

Conclusion –

In conclusion, a complete marketing plan for the Marriott hotel includes many actions. These actions include loyalty programs for customers, offering gifts, parties, and conferences, as well as digital options such as social media content and digital interaction with customers. Understanding and properly using the newest features of social platforms should remain a priority for the marketing department of the hotel.

The hotel's image and reputation are promoted and maintained through the quality of the services offered, and through honesty towards all categories of collaborators: shareholders, employees, customers, business partners, and public authorities. Continuously asking for their opinion will offer the hotel the possibility to improve itself and attract and retain customers.

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Marketing Plan PPT Presentation



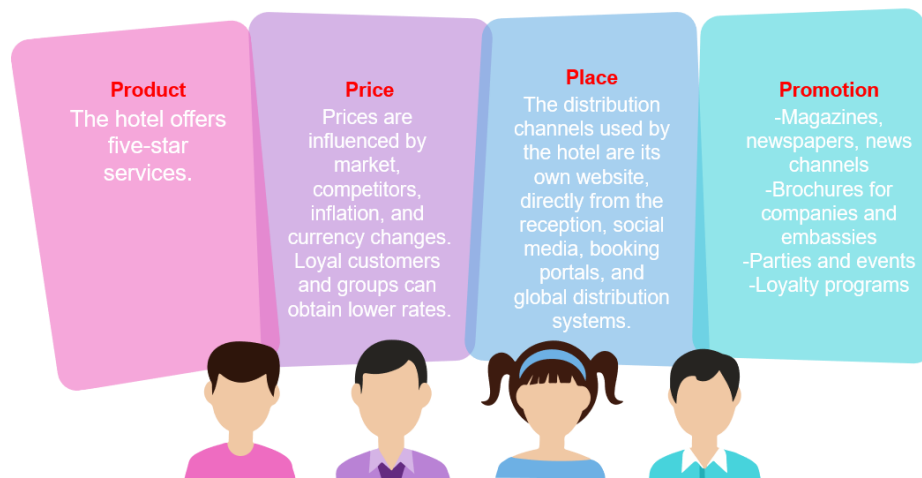
Marketing Plan

Marriott Bucharest Grand Hotel

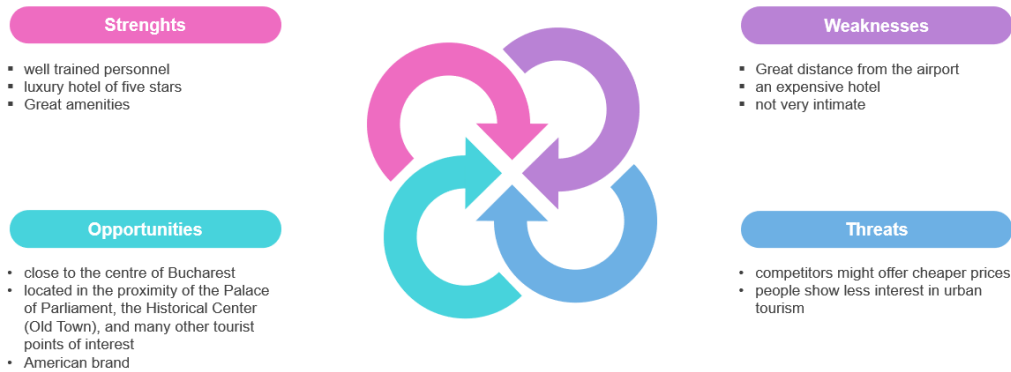
 Location: Bucharest, Romania

 Purpose: Helping the Marriott Bucharest Grand Hotel to gain new clients and to contribute to its recovery from the pandemic

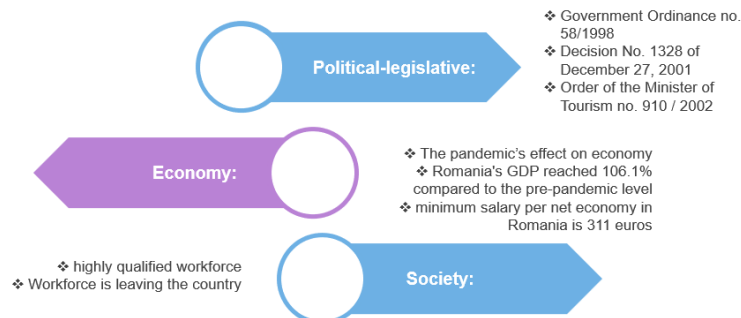
Marketing Mix



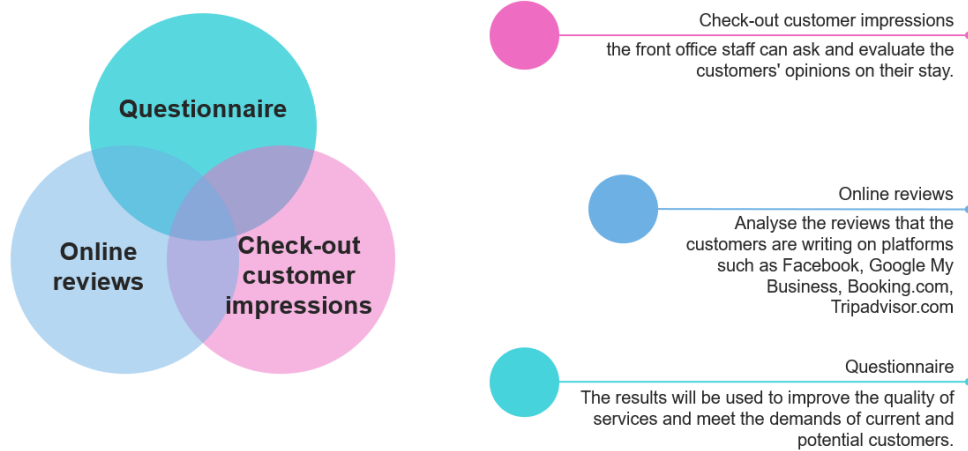
The Marketing Environment (Micro-SWOT)



The Marketing environment (Macro) PESTEL



Creating Customer Value & Engagement



Effective Use of digital Marketing

